

Fallbrook

Key Issues

Fallbrook Village Revitalization

- Considerable efforts have gone into the revitalization and continued success of the Fallbrook village area. The village area should continue to be the focus of commercial activities
- New commercial designations should support and not compromise the goal of a successful commercial district in the village area

Industrial and Employment Uses

- Currently, Fallbrook has a shortage of light industrial land to support business growth
- The Campus Park site can help meet the need for new employment land, however additional lands may be needed if land designated for light industrial is used for other uses

Fallbrook-Campus Park Special Study Area

- Staff is working on a plan alternative for the site of the former Hewlett-Packard Campus Park Specific Plan Area with land owners, and the Planning Group

Planning Group Direction

- No new commercial that would compete with Village retailers
- Expand existing industrial area to the east, provided there is property owner support

Additional Staff Analysis/ Recommendations

- Staff supports Planning Group direction and the goals of the Fallbrook Economic Revitalization Plan
- Staff recommends the Village Core Mixed Use designation, which allows specific zones in the Revitalization Plan. No new commercial lands have been added beyond the village area
- Industrial has been expanded to the east of the existing district. The planning of Campus Park will be monitored to ensure enough light industrial or office lands are provided for Fallbrook

ERA Needs Analysis
(all numbers in acres)

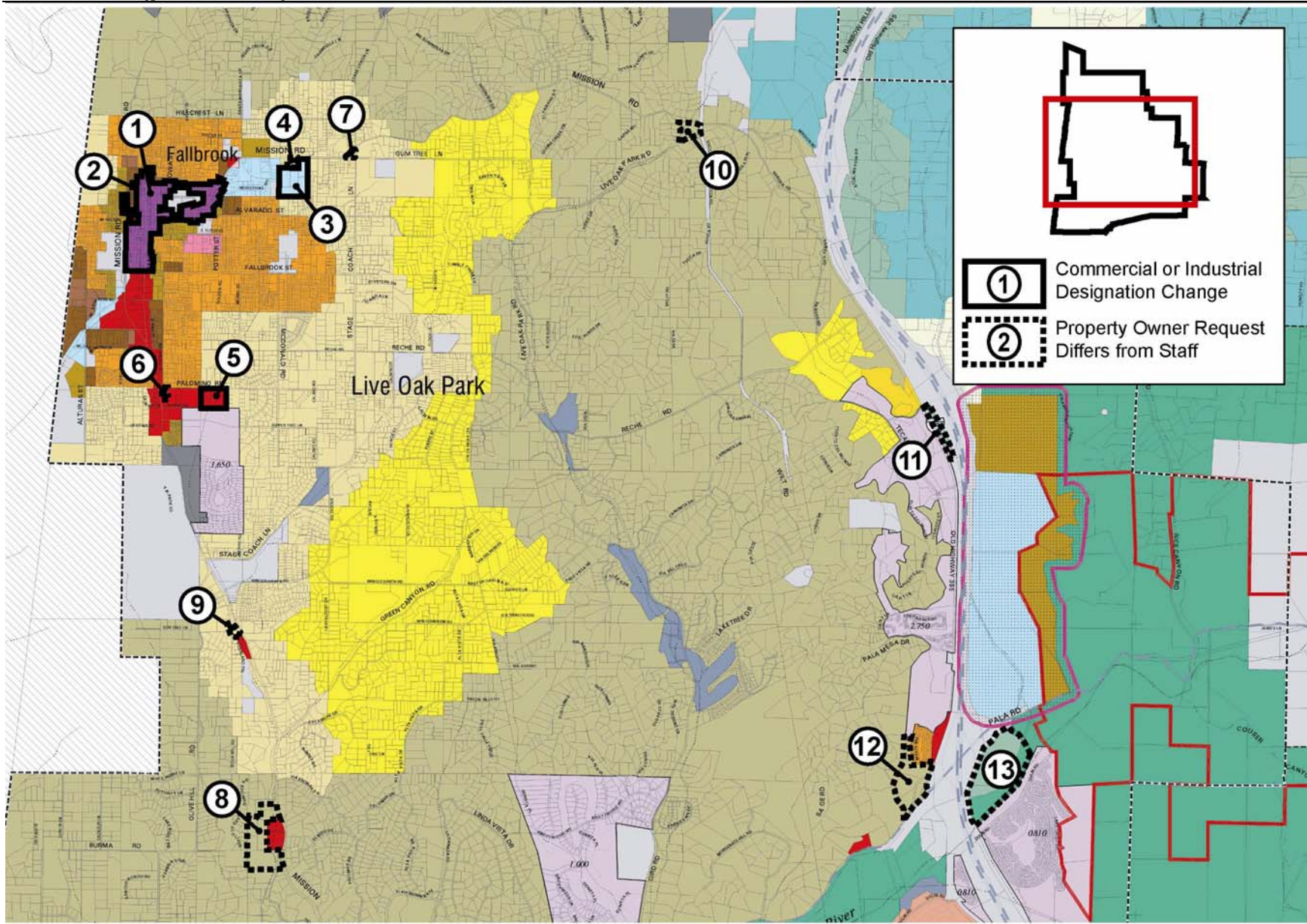
	<i>Projected Demand</i>	<i>Existing General Plan</i>	<i>Surplus/ (Deficit)</i>	<i>Proposed General Plan</i>	<i>Surplus/ (Deficit)</i>
Commercial	117	237	120	170	53
Industrial	117	172	55	555*	438*
Office	40	87	47	106	66

* Includes Fallbrook-Campus Park Special Study Area (subject to change)

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

Fallbrook (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-5) Village Core Mixed Use	(C-5) Village Core Mixed Use	Multiple Ownerships – No recommendations submitted	<p><i>Total Area:</i> 300 acres</p> <p><i>Current Use:</i> Mixed; primarily commercial</p> <p><i>Existing GP:</i> (28) Fallbrook Village</p>	<ul style="list-style-type: none"> The proposed change is intended to implement the Fallbrook Economic Revitalization Plan. The area currently has specialized zoning and a comprehensive plan for mixed-use development. This revision does not affect the allowed uses in the area.
2	(C-5) Village Core Mixed Use	(C-5) Village Core Mixed Use	Fallbrook Village Zone 3 (Friends of Fallbrook Library)	<p><i>Total Area:</i> Less than 0.5 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (9) Residential</p>	<ul style="list-style-type: none"> Compatible with surrounding land uses and community character – adjacent to current Fallbrook Village area and current Fallbrook library Would allow for development of new library without a major use permit
3	(I-1) Limited Impact Industrial	(I-1) Limited Impact Industrial	<p>Industrial (Kesorovich)</p> <p>Village Residential (VR-7.3; 10.9; or 14.5) (Willhite)</p> <p><i>(Same ownership – different requests)</i></p>	<p><i>Total Area:</i> 20.42 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (3) Residential</p>	<ul style="list-style-type: none"> Consistency with projected need – Fallbrook has an identified need for additional industrial acreage Compatibility with surrounding uses – adjacent to current industrial district Located along Mission Road Supported by Infrastructure

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4	(VR-2) Village Residential	(VR-2) Village Residential	Commercial (Ramirez)	<i>Total Area:</i> 2.06 acres <i>Current Use:</i> Commercial (fruit stand) <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Commercial use is incompatible with surrounding uses and plans for the area Would be a 'spot' commercial designation
5	(C-1) General Commercial	(C-1) General Commercial	Commercial (Grand Tradition)	<i>Total Area:</i> 8.33 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Compatibility with surrounding uses and community character – redesignation would allow for expansion of existing commercial use that is valued in the community Located in a Village area but outside the Fallbrook Village revitalization area
6	(VR-2) Village Residential	(VR-2) Village Residential	Request for Commercial (Grand Tradition) Multiple Ownerships – No recommendation submitted	<i>Total Area:</i> 5 parcels, all less than 0.5 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Parcels not currently in Grand Tradition ownership (adjacent to Grand Tradition property) Located on a major road (Mission Road) but access is not direct

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7	(VR-2) Village Residential	(VR-2) Village Residential	(C-3) Neighborhood Commercial (Chedister)	<i>Total Area:</i> 1 acre <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Property surrounded on all sides by major roads however access is very difficult due to Property owner recently granted a rezone and staff recommendation would be consistent with the rezone (RC – Residential Commercial)
8	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(C-4) Rural Commercial (Krum)	<i>Total Area:</i> 17 acres <i>Current Use:</i> Agricultural, Residential <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> Located outside the Village center area Existing residential and agricultural area Potential for incompatibilities with surrounding land uses and community character Environmental constraints (slope, creek) Requested use (winery, bed & breakfast, event area) can be accommodated through Major Use Permit process
9	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(C-1) General Commercial (Brown)	<i>Total Area:</i> 2 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Located outside the Village center area Existing residential area Discourages strip commercial development – would encourage future expansion of isolated commercial parcels along South Mission Road

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	Staff	CPG/CSG	Owner		
10	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	(C-4) Rural Commercial (Simon)	<i>Total Area:</i> 9.2 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> • Located outside the Village center area • Existing residential and agricultural area
11	(SR-10) Semi-Rural Residential	(SR-10) Semi-Rural Residential	Commercial or higher-density residential (Stirnkorb)	<i>Total Area:</i> 8.75 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (1) Residential	<ul style="list-style-type: none"> • Located outside the Village center area • Does not recognize an existing use • Located on a major road – between I-15 and Highway 395 but has difficult access • Property has significant environmental constraints (slope)
12	(SR-2) Semi-Rural Residential	(SR-2) Semi-Rural Residential	Commercial or Mixed-Use (CW Clark)	<i>Total Area:</i> 34 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> Specific Plan Area	<ul style="list-style-type: none"> • Located outside the Village center area • Does not recognize an existing use • Located near the I-15 and Highway 76 although across the street from existing service station – a use that the planning group does not want to see expanded • Property has significant environmental constraints (slope)

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
13	(SR-10) Semi-Rural Residential (RL-40) Rural Lands	(SR-10) Semi-Rural Residential (RL-40) Rural Lands	General Commercial and Village Residential (Pankey)	<i>Total Area:</i> 62.47 <i>Current Use:</i> Undeveloped <i>Existing GP:</i> Specific Plan Area	<ul style="list-style-type: none"> • Located outside the Village center area • Does not recognize an existing agricultural use • Parcel large enough to support commercial that could be inconsistent with viability of the existing commercial area • Property has significant environmental constraints (slope)